

A Work Project, presented as part of the requirements for the Award of a Master's degree in Management from the Nova School of Business and Economics.

THE IMPACT ON CONSUMER WELL-BEING FROM IMAGINING DREAM
PURCHASES

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04-01-2021

Abstract

Individuals often find themselves imagining about a desired product. While this activity does not imply an actual consumption, it is considered to play an important role in consumer behavior and brands largely attempt to capitalize on this through strategic marketing communications. This between-subjects experiment investigates the impact on consumer well-being from imagining dream purchases, more particularly on life satisfaction. Dream purchases refer to items that consumers dream about buying one day and can realistically afford during their lifetime. Research findings suggest that imagining dream purchases increases life satisfaction and that this relationship is not mediated by gratitude, envy, nor materialism.

Keywords: Imaginary consumption, Dream purchases, Well-being, Life satisfaction, Gratitude, Envy, Materialism

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209).

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1. Introduction

We all have things we dream about buying in the future, and people like to spend time imagining what it would be like to have them. Every day, individuals all around the world are impacted by thousands of advertising appeals encouraging them to engage in a purchase. Advertising is a key element of the marketing mix, usually used as a vehicle for brand messaging, being strongly supported on evoking consumers' imagination as a strategy of influence. While advertising is carefully crafted to motivate consumers to achieve a desired state in life through visualization, little information is known about how individuals engage in such imaginative mental experiences, and their potential outcomes for well-being.

In fact, does this make us feel more satisfied because we can mentally indulge in the rewarding benefits of possessing something new and meaningful for a brief moment? Or, does it result in us feeling less satisfied as we may realise that these dreams are still very distant from our material reality? In the imagination, we are able to tap into the unconscious. For example, in our night dreams. Yet, conscious fantasies are often intentionally activated by us, resulting in familiar and goal-oriented experiences that we are certainly aware of.

In this context, the present master thesis contemplates the role of imaginary consumption on consumers' well-being. Under the concept of dream purchases, study participants were encouraged to engage in an imaginative exploration that entertained one of their most craved consumption dreams.

2. Literature Review and Research Importance

2.1 Imaginary Consumption

Consumer research primarily addresses the actual consumption of products and experiences. Nevertheless, individuals usually find themselves in a different scenario - dreaming, imagining, or fantasizing in their minds that they possess some desired item or are living an ideal experience (d'Astous & Deschênes, 2005). Pre-purchase dreaming activities are believed to

bloom in materialistic cultures, where consumption concerns motivate purchase goals, consumption dreams, and an enduring search for suitable consumption prospects (Leiss et al., 1986). In fact, it's common for most consumers to indulge in these activities that predominantly occur in the imagination (Fournier & Guiry, 1993). For this reason, the imagination has been receiving increased attention from academics, being recognized as an important subject in consumer research and marketing (Jenkins, 2011).

In the present study, the term “imaginary consumption” is used to define mental representations related to consumption or experience of products, services or activities that individuals crave. Moreover, these mental representations are intentionally activated, being distinct from uncontrolled mental activities that occur when asleep.

Effects

Bentham (1987) identifies imaginary consumption as one of life's fourteen “simple pleasures” because of its positive experience-value. In this line of reasoning, Campbell (1987) suggests that the imagination and its underlying emotional stimulation enable the modern hedonist to experience pleasure. Singer (1996) also argues that this intrinsic gratification and stimulation can be so positive that the fantasy acts as a surrogate experience.

While most literature emphasizes the positive emotional-based outcomes that imaginary consumption entails, other studies show that this activity encompasses both positive and negative feeling states. For example, d'Astous & Deschênes (2005) confirmed that negative emotions emerged as individuals' response to consumption dreams in which some type of situational constraint would deny actualization (e.g. when individuals realized that actualization was very distant). This study also found that consumption dreams which assumed a greater importance in individuals' lives were more prone to arouse intense positive feelings. In contrast, negative feelings emerged in individuals which understood their consumption dreams as less important. Furthermore, d'Astous & Deschênes (2005) found a correlation between the dream's

uniqueness and feeling states, in which individuals who perceived their consumption dreams as more common were more likely to experience negative emotions. More recently, Mosher (2018) shows that while there's an increase in positive emotional outcomes for individuals who engage in imaginary consumption, the ones who perceived their consumption desires as less likely to occur, also experienced greater negative emotions.

Antecedents and Research Gap

Past studies typically contextualize imagination in a pre-consumption stage. In other words, imaginary consumption activities are usually grounded in desire for products and experiences, and related to pleasurable anticipatory experiences that assist individuals in the preparation for an actual future consumption moment (Fournier & Guiry, 1993; MacInnis & Price, 1990). Other authors argue that engaging in imaginary consumption helps consumers to better understand their consumption desires, possibly enhancing their self-concept development (Mosher, 2018). Under this conceptualization, imaginary consumption is regarded as an activity that has within itself the purpose of its existence. Although there are different approaches to this topic over time, d'Astous & Deschênes (2005) suggest that the relevant concepts for imaginary consumption can be grouped into three main categories: the dreams and its characteristics (e.g. content, origin, and accessibility); the person (e.g. propensity to dream, frequency of dreaming, and constraints); and the consequences (e.g. approaching strategies, emotions, and communication) - see Appendix A for the full list of concepts.

In this context, research efforts have been more focused on variables related to the dreams and its characteristics. Meanwhile, Illouz (2009) argues that emotions are the linking mechanism between imagination and consumption. Although some studies infer the emotional outcomes that this activity entails for consumers, this branch of research remains underexplored. Furthermore, previous research fails to connect the overall emotional consequences of this activity to individuals' personal characteristics that regulate their everyday lives. Affective

traits, for example, may be particularly relevant to explore as an intermediary element between the relationship of imaginary consumption and consumers' well-being.

Dream Purchases

In this research, dream purchases can be contextualized in the format of “planful daydreams”, which refer to future goals, wants, and actions that are considered realistic (Fournier & Guiry, 1993). Thus, dream purchases are future-oriented and attainable from an accessibility standpoint. According to Jenkins' (2011) levels of imaginative experiences, dream purchases can also be perceived as an ideal mode of imagination under both “aspirational” and “anticipatory” forms. Based on these conceptualizations, dream purchases can vary from a medium to a high degree of abstraction, the temporal horizon ranges from near/mid to distant future, and the level of the dream's elaboration tends to be very high (Jenkins, 2011). Additionally, these purchases often imply a high importance for individuals, are limited in quantity, and consumers can easily identify one (d'Astous & Deschênes, 2005).

In contrast, and serving as a point of comparison, we can identify unattainable purchases under the conceptualization of “pure daydreams” (Fournier & Guiry, 1993) and a “fanciful” form of imagination (Jenkins, 2011). These refer to very unlikely events or unrealistic wishes and desires (e.g. owning an island). While these purchases may be desired, ideal, and future-oriented, they are very improbable to be actualized.

2.2 Subjective Well-Being (SWB)

Diener (2000) describes SWB as individuals' cognitive and affective appraisals of their lives. These evaluations can be positive and negative, include judgements and feelings about life satisfaction, interest and engagement, affective reactions, and satisfaction in regards to key life domains (Diener & Ryan, 2009). Generally, academics agree that SWB comprehends two main elements: cognitive appraisal and affective appraisal. In order to measure one's SWB, the three

components of the Tripartite Model of SWB (Bussner & Sadava, 2011) should be taken into account: positive affect, negative affect, and the cognitive assessment of an individual's life satisfaction. In this line of thought, SWB involves a wide range of concepts, from everyday momentary experiences to much broader judgments that we make about our lives (Kim-Priest et al., 2005).

Cognitive Appraisal. The cognitive appraisal reveals how we consider our overall life satisfaction and our satisfaction with specific life domains (Kashdan, 2004). In other words, it's an overall assessment of feelings and attitudes about one's life at a specific point in time (Buetell, 2006). This appraisal is based on individuals' unique set of evaluation criteria and influenced by social factors (Shin & Johnson, 1978).

Affective Appraisal. The affective appraisal refers to one's emotional experience (emotions, moods, and feelings), in which a high SWB stands for experiencing frequent and intense positive states and the general absence of negative states (Kashdan, 2004).

While these appraisals are separate constructs regarding their temporal stability, predictors, and consequences (Eid & Diener, 2004), the affective and cognitive components of SWB are interrelated. In fact, individuals' cognitive appraisal of their lives is commonly informed by their affective experiences. In other words, individuals tend to make judgements about their life satisfaction (e.g. "I have a fantastic life") relying on their emotional experiences (e.g. "I'm feeling great right now") (Tov & Diener, 2013). In this way, Diener & Ryan (2009) suggest that it's reasonable to assume that individuals consider the perceived amount of positive and negative emotions when assessing life satisfaction instead of their actual experiences.

2.2.1 SWB and Life Satisfaction Influencing Factors

Gratitude. Gratitude is a cognitive and emotional reaction that arises as the individuals' recognition of what is valuable and meaningful for them and represents a general state of

thankfulness (Sansone & Sansone, 2010). There are different sources of the perceived benefits that lead to gratitude and some of these include: tangible possessions, positive relationships, and doing well compared to others (Wood, Maltby, Stewart, Joseph, 2008). As a trait, also known as dispositional gratitude, refers to individuals' general tendency to experience gratitude (McCullough, Emmons, Tsang, 2002). As a state, it's defined as a momentary reaction at a given single point in time (Wood, Froh, & Geraghty, 2010).

A study conducted by Kardas, Cam, Eskisu and Gelibolu (2019) confirms that gratitude is a strong predictor of SWB, accounting for 35.4% of its variance. Moreover, past research also suggests that gratitude is positively related to life satisfaction (Wood, Joseph, & Maltby, 2008). Imagining a desired product enables one to experience the most idealized and rewarding benefits of consuming it. Consequently, a state of appreciation is expected to arise as a natural response to this experience that entails a "mental possession". Under the concept of dream purchase this possibility is further reinforced as individuals are limiting their consumption dreaming options to more meaningful products that usually imply a high-involvement.

Envy. Envy is a negative emotional response aroused when one individual desires what another one has (Smith et al., 1999). Then, envy is based on upward social comparisons, which are a central constituent of people's cognition (Lange, Blatz, & Crusius, 2018). Individuals engage in social comparisons frequently and automatically, which can trigger various unpleasant feelings (Smith et al., 1999). From a trait perspective, also known as dispositional envy, refers to the result of accumulated and repeated past emotional states, becoming an established and ordinary internal experience (Casu, 2015). As a state or episodic envy, refers to a temporary emotion that results from a specific negative social comparison (Casu, 2015).

McCullough, Emmons and Tsang (2002) confirmed that individuals who experienced higher levels of dispositional gratitude reported less dispositional envy. This study also suggests that lower levels of envy result in less frustration and resentment towards the achievements and

possessions of others. Additionally, Milfont and Gouveia (2009) found that envy is negatively correlated with SWB and life satisfaction.

As previously explained, when engaging in imaginary consumption individuals are also exposed to negative emotions. These emotions can be stimulated by individuals' inability to satisfy a specific desire immediately. If this is the case, they mirror the internal tension of actualizing the consumption dream. Therefore, one may effortlessly incite an envy state by means of a social comparison (e.g. "Why do others get what they want and not me?").

Materialism. The concept of materialism is rooted in the belief that material objects and their acquisitions are important and valuable (Burroughs & Rindfleisch, 2002). Richins and Dawson (1992) comprehend materialism as a value that emphasizes the importance of possessions towards achieving life goals or desired states. Material values are then conceptualized considering three domains: the use of possessions to judge one's and others' success, the centrality of possessions in one's life, and the belief that possessions and their acquisition lead to happiness and life satisfaction (Richins & Dawson, 1992).

Several studies point out that materialism holds significant negative effects on people's SWB and life satisfaction (Richins & Dawson, 1992; Roberts et al., 2005; Ditmar et al., 2014).

The arise of material values in the context of imaginary consumption is expected since individuals may perceive a dream purchase as a mean to achieve a major life goal or desired state. For instance, consumers may imagine having their own house as a step forward in living a more independent life or constituting a family. Others may imagine themselves driving a convertible sports car to build a certain self-image, to be attractive or popular.

3. Research Objective and Hypotheses

The literature review identified a research gap and stressed the need for additional investigation connecting imaginary consumption and SWB within a framework that includes individuals' traits and values. While some previous studies assessed the emotional outcomes that this

activity entails for consumers, these were approached in association with dream-based variables (e.g. dream's importance) (d' Astous & Deschênes, 2005). In this context, the research objective aims to examine the impact of imagining dream purchases on SWB, and how personal characteristics like gratitude (trait), envy (trait), and materialism (value) may influence this relationship. Meanwhile, there is initial evidence indicating that these elements establish a direct relationship with SWB and life satisfaction, further ensuring their relevance. Considering what has been discussed, the following research hypotheses were formulated (see Figure 1).

Figure 1: Research Hypotheses

H₁: Imagining dream purchases increases life satisfaction.
H₂: Gratitude positively mediates the relationship between imagining dream purchases and life satisfaction.
H₃: Envy negatively mediates the relationship between imagining dream purchases and life satisfaction.
H₄: Materialism negatively mediates the relationship between imagining dream purchases and life satisfaction.

4. Methodology

4.1 Research Approach and Study Design

A between-subjects experimental design was adopted for the present study. In these terms, participants were evenly and randomly allocated to one of two different conditions - experimental (imagination task) or control (description of a typical day). This research approach tests the relationship between imaginary consumption and life satisfaction, and the role of gratitude, envy, and materialism as mediators in that relationship. For this purpose, a questionnaire was developed in two different languages, English (see Appendix F) and Portuguese (see Appendix G). Both versions were created to ensure that respondents would be

able to complete the survey in the most accurate way possible, minimizing personal language-related limitations.

Under the experimental condition, respondents were faced with an initial open-ended question asking them to think about a dream item. A short description of “dream item” was given, limiting respondents to think about something that they would realistically be able to afford during their lifetime. Following it, another open-ended question asked respondents to imagine the previously mentioned dream item, with a short instruction to guide them (see Appendix F). Under the control condition, respondents were faced with an initial open-ended question asking them to describe a typical day in their lives. This question was especially relevant to neutralize a potential variance of feelings and moods, “clearing the mind” of participants and defining a common unbiased starting point for all of them.

The remaining questionnaire structure is common to both conditions. Right after the initial question(s), the aim was to investigate the direct relationship between imaginary consumption and life satisfaction. To this end, respondents completed the SWLS, or Satisfaction With Life Scale (see Appendix B). This scale was developed by Diener (1985) to evaluate one’s overall judgement of life satisfaction. It includes 5 items and respondents answer in a 7-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree). Previous studies confirm that the SWLS has a good internal reliability, Diener et al. (1985) reported a Cronbach’s alpha of 0.87. Following, the Gratitude Questionnaire, also known as GQ-6 (see Appendix C), was used to assess individual differences in the tendency to experience gratitude in everyday life (McCullough, Emmons, & Tsang 2002). The GQ-6 estimates gratitude as an affective trait and its operationalization followed the same logic as the SWLS. Past studies indicate a Cronbach’s alpha ranging from 0.76 to 0.84 for this scale (McCullough, Emmons, & Tsang, 2002).

Then, respondents were asked to complete the Dispositional Envy Scale, or DES (see Appendix D). This measure evaluates the tendency to feel envy and has 8 items to answer in a 5-point

Likert scale from 1 (strongly disagree) to 5 (strongly agree). The DES also revealed a strong Cronbach's alpha in previous research, ranging from 0.83 to 0.86 (Smith et al., 1999). Lastly, respondents were asked to assess their materialism through the short form, 9-item Materials Values Scale, or MVS (see Appendix E). Previous studies suggest that this scale has a good Cronbach's alpha of 0.78 (Puente-Díaz & Cavazos-Arroyo, 2015). The last section of the survey addressed demographic questions, where respondents were asked about their age and gender.

5. Results and Analysis

5.1 Data Validation and Sample Composition

The online questionnaire reached a total of 210 participants and it was based on a convenience sample method. The respondent recruitment was fully supported on the distribution of the questionnaire via social media messaging platforms. The survey was mainly shared on a one-to-one basis and in a few intimate groups. After collecting the data, it was critical to validate it. This was particularly relevant in the initial open-ended question(s), which required the respondents to be aligned with the concept of dream item. Then, a one by one data validation procedure was needed. "Nonserious answering behavior increases noise and reduces experimental power; it is therefore one of the most important threats to the validity of online research" (Aust, Diedenhofen, Ullrich, & Musch, 2012).

In the present study, two mechanisms were adopted for this effect: content validation for the initial open-ended question(s) regarding their plausibility (Reips, 2009) and a completion time check respecting the full survey (Ihme et al., 2009). "Speeders may save time by skimming over instructions, performing shallow memory searches, making hasty judgements, or simply answering randomly" (Ratcliff, 1993). For this purpose, the mean time for completing the survey considering the entire data set was calculated: 9 minutes and 53 seconds. Completed surveys with a total duration below 3 minutes were excluded: 4 participants. Although

respondents with overlong duration time were not found, it was also important to establish a time limit of 30 minutes for data validation purpose. Since there is the need to measure participants' life satisfaction, gratitude, envy, and materialism right after the assigned tasks, this mechanism allows researchers to filter participants that started the survey, exited it at some point, and then came back to finish it. Concerning the plausibility or reasonableness check of the answers, 10 submissions were disregarded. Of these 10 participants, 4 individuals were the ones to complete the survey under 3 minutes, further ensuring a nonserious answering behavior. The 6 remaining participants either had very short statements (e.g. experimental condition: "house" and "awesome"; control condition: "working from home") potentially showing that they were not engaging with the proposed activities, or their answers indicated that instructions were not properly followed (e.g. experimental condition: "private jet" and "flying away"; control condition: "work hard, play harder").

After finishing this process, a total data set of 200 participants was validated and considered for further analysis. The sample composition (see Appendix H.1) consists of 64% female participants and 36% male ones. Regarding age groups, 29.5% of the sample are 19-24 years old, followed by 44.5% that are 25-30 years old, 11% are 31-40 years old, 6.5% are 41-50 years old and, finally, 8.5% are above 50 years old. The average age of participants in this study was found to be 30 years old. The original sample composition (disregarding data validation) can also be found on Appendix I.1.

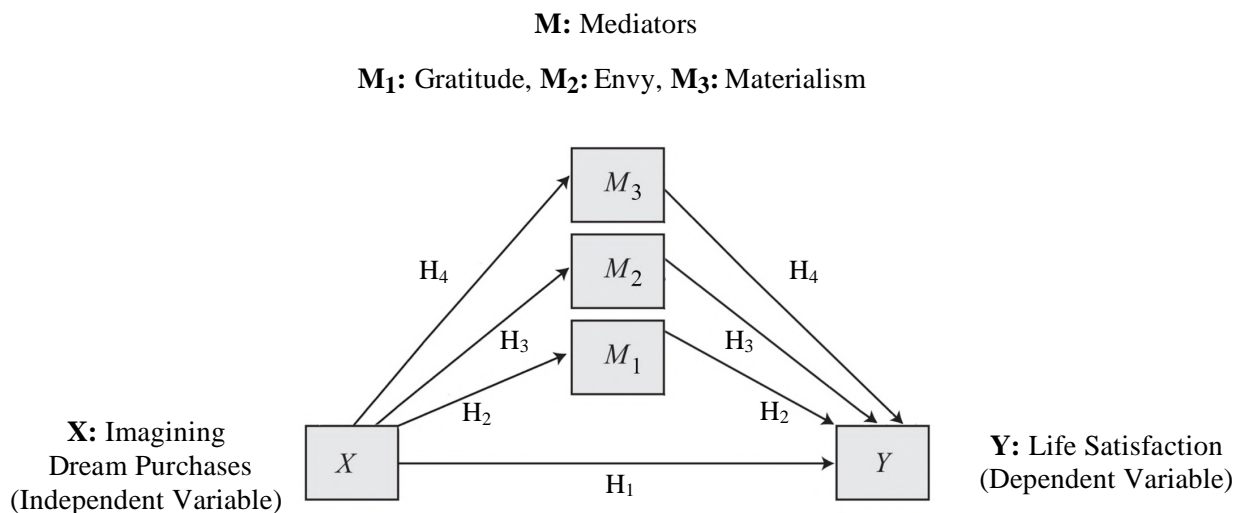
5.2 Scales' Reliability and Data Analysis Approach

The data was analyzed and treated using SPSS Statistics. In the first step of data analysis, assessing the scales' reliability was the main priority to ensure a good validity of findings. Generally, the adopted scales revealed a good reliability (see Appendix H.2), reporting the following Cronbach's alphas - SWLS: 0.802; GQ-6: 0.667; DES: 0.847; and, MVS: 0.759. The original GQ-6 indicated a Cronbach's alpha of 0.634, when item 6 was deleted from the scale,

its Cronbach's alpha increased to 0.667. Yet, this scale indicates a Cronbach's alpha below 0.7. In this way, the mean of the inter-item correlations should be reported: 0.308. As this value falls into the ideal range for the mean inter-item correlations which is 0.15 to 0.50, the scale shows a good internal consistency reliability. The reliability of the scales for the original sample (disregarding data validation) can also be found on Appendix H.2.

Following, the priority was to start testing the research hypotheses in the respective order (see "2.2 Research Objective and Hypotheses"). For this purpose, the data analysis process was strongly supported on the mediation model 4 developed by Hayes and Preacher (2004). This mediation model allows researchers to understand the direct effect of X (independent variable) on Y (dependent variable) and the indirect effect of X on Y through one or more mediators (M). In a case where such mediation is verified, that implies a causal sequence in which X affects M, and M affects Y (Hayes & Preacher, 2004). Below, in Figure 2, the mediation model 4 is applied to the present research.

Figure 2: Mediation Model 4 (Hayes & Preacher, 2004) applied to the present research



Initially, H₁ was tested. In other words, testing this hypothesis aims to understand if imagining dream purchases (X or independent variable) significantly predicts life satisfaction (Y or dependent variable). With this understanding, we are able to support or reject H₁. In a case

where X predicts Y, we need to understand the reason why this occurs. Then, the proposed mediators (M_1 , M_2 , and M_3) should be tested simultaneously to verify if they mediate this relationship. After this, it's important to test M_1 , M_2 , and M_3 separately to understand how each mediator influences the relationship between imagining dream purchases and life satisfaction. In this case, the mediation model is used to verify if imaginary consumption indirectly influences gratitude, envy, or materialism that consequently may affect life satisfaction. These results must be the foundation to support or reject H_2 , H_3 , and H_4 .

5.3 Hayes' Mediation Model 4

The creation of “dummy variables” was essential for conducting the mediation model. These variables are useful to transform categorical/nominal data in the sample into a numerical variable. In this study, they were used to represent the two different conditions of the questionnaire - control as “0” and experimental as “1”. In other words, respondents were either allocated to the imagination task or to the description of a typical day task, and this was used as the independent variable in the study.

It is also important to highlight that while the 5-item SWLS was adopted in the questionnaire design, the mediation model results were not significant considering the full scale as the dependent variable. Since the single-item life satisfaction measure is frequently used on its own, which refers to the 3rd question in the SWLS - “I am satisfied with my life”, the mediation model in the present study was run accordingly. In fact, previous studies recommend the use of the single-item life satisfaction not only because this measure is reliable and valid (Cheung & Lucas, 2014), but also because they show that there's no clear added value in using the 5-item SWLS (Beuningen, 2012). Furthermore, when taking a closer look at the 5-item SWLS, one can tell that the remaining items (e.g. If I could live my life over, I would change almost nothing) are more oriented towards an idealized perspective of life. In contrast, the single-item measure is more related to being satisfied with the current life overall.

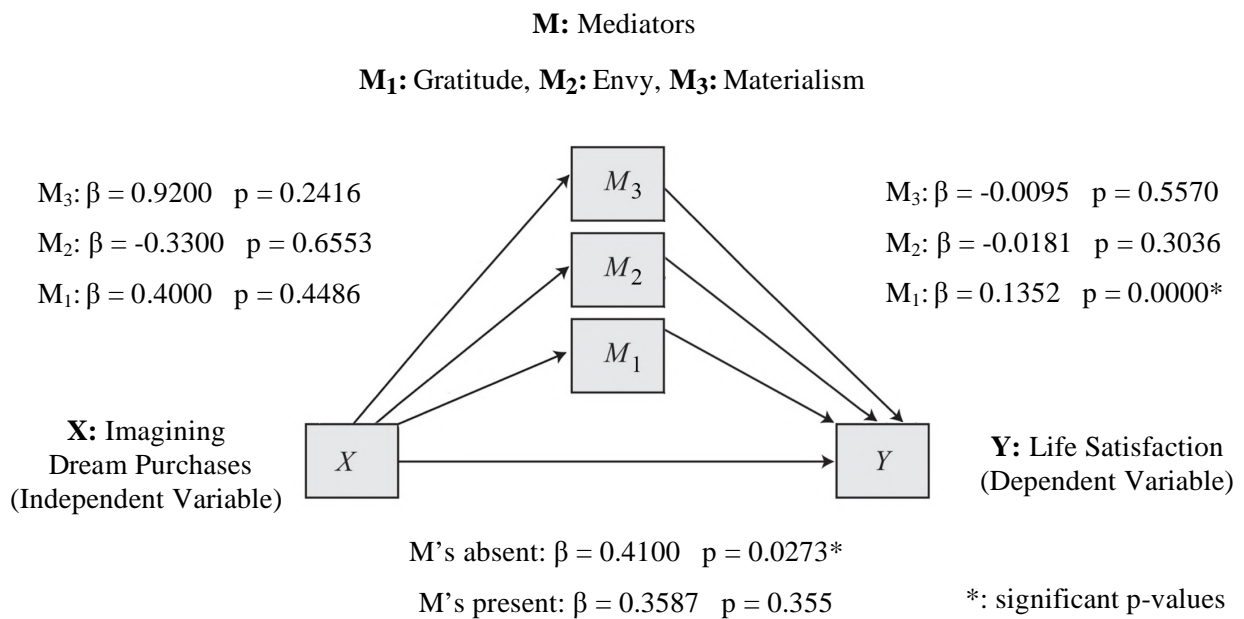
For a better understanding of the mediation model findings, it is important to clarify some concepts related to the topic. In statistics, a mediator influences the relationship between the independent and dependent variables. Thus, the mediator acts as a third variable or an “intermediary” that is impacted by the independent variable, consequently influencing the dependent variable. The mediation model was used to assess the possibility of imagining dream purchases impacting life satisfaction through the influence of gratitude, envy, and materialism (mediators). The analysis was first carried out testing the three mediators simultaneously, and then exploring each one individually. The mediators’ influence is determined by its coefficient, also known as “ β ”, and by its p-value that reveals the significance of the relationship. The confidence interval is usually reported as well and it refers to the range of values which is expected for a population parameter to fall into.

Mediation Model 4: Mediators Simultaneously (M_1 , M_2 , and M_3). In the first step, the direct relationship between X and Y when the mediators are not considered was analyzed. In this context, a coefficient of 0.41 and a p-value of 0.03 were found (refer to the bottom of Figure 3 below). Therefore, imagining dream purchases is a significant predictor of life satisfaction (as $p = 0.03$) when mediators are not being considered. The second step analyzed the influence of imagining dream purchases on each mediator. In this case, it is assumed that three different relationships are being investigated (refer to the left-hand side of Figure 3 below). Following, the relationship between each mediator and life satisfaction was examined (refer to the right-hand side of Figure 3 below). The relationship between gratitude (M_1) and life satisfaction (Y) is the only one that is significant as it reports a p-value of $0.00 < 0.05$. The coefficient of this path ($\beta = 0.1352$) suggests that for each one-unit increase of gratitude, life satisfaction is impacted by an increase of 13.52%. The remaining relationships are not significant as they report a p-value greater than 0.05.

After this, the relationship between X and Y in the presence of the three mediators was

investigated. As we can see in the bottom area of Figure 3, the p-value in the presence of the mediators is not significant ($0.36 > 0.05$). Contrary, and as previously stated, the relationship between X and Y in the absence of mediators is significant. Therefore, the presence of mediators clearly reduces the significance of this relationship. In other words, when gratitude, envy, and materialism are included in the mediation model, imagining dream purchases no longer impacts life satisfaction as the relationship between these two variables turns out not significant. Moreover, the coefficient seems to decrease from 0.41 to 0.36 when mediators are included in the model.

Figure 3: Mediation Model 4 (Hayes & Preacher, 2004) – 3 Mediators Simultaneously

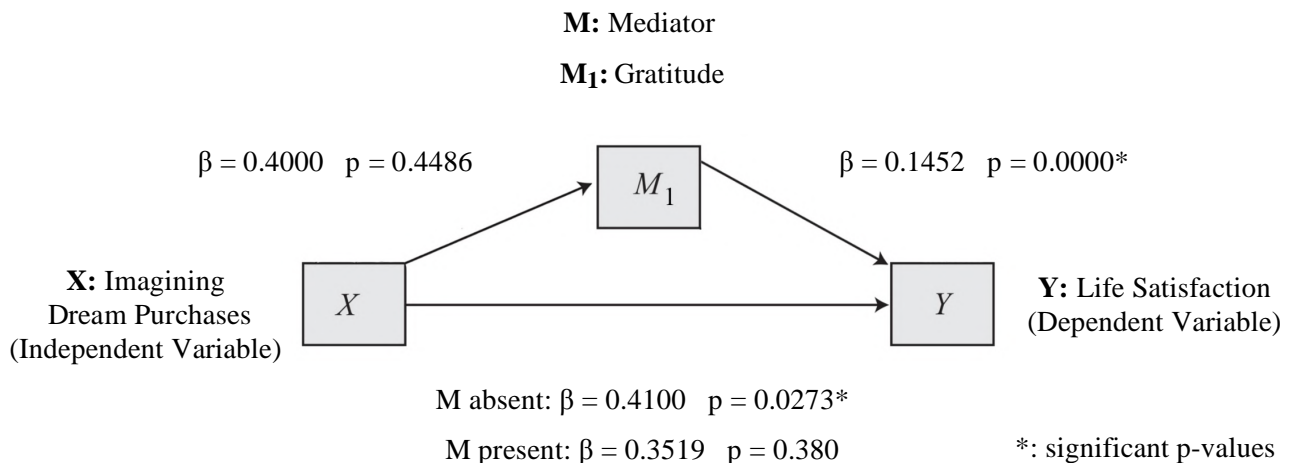


The confidence interval regarding the total indirect effect of this relationship ranges from -0.11 to 0.24 (see Appendix H.3), indicating that mediation is not occurring when mediators are tested simultaneously, since “0” falls into this range. Despite the significant relationship between gratitude (M₁) and life satisfaction (Y), the remaining findings were found to be not significant. In this way, it is important to further analyze the mediation model considering each mediator individually to verify if there is a mediator cannibalizing the larger effect of the other ones on life satisfaction.

Mediation Model 4: Gratitude (M₁). Gratitude was included as a single mediator in the mediation model to understand if imagining dream purchases would potentially trigger a thankfulness state, and indirectly enhance life satisfaction. Since the direct relationship between imagining dream purchases and life satisfaction without the potential influence of one or more mediators was already verified, and it doesn't change throughout the proposed mediation models, it is important to highlight once again that this path was found to be significant (as $p = 0.03$). In this context, the coefficient was also analyzed ($\beta = 0.41$), suggesting that when one unit is added to the independent variable, life satisfaction increases by 0.41 unit. Analyzing the path between X and gratitude, we can assert that this relationship is not significant, as $p = 0.4486 > 0.05$ (see Figure 4 below). Thus, the reported p-value indicates that imagining dream purchases is not a significant predictor of gratitude.

The attention was then redirected to the established path between gratitude (M₁) and life satisfaction (Y), which implies that X may indirectly influence M₁, and subsequently, the mediator potentially impacts Y indirectly. The p-value of 0.00 suggests that this relationship is significant and the coefficient indicates that for each unit increased in gratitude, life satisfaction goes up by 14.52%. Regarding the relationship between X and Y in the presence of gratitude, a p-value of 0.38 was found, showing that this relationship is not significant. A confidence interval ranging from -0.09 to 0.22 (see Appendix H.4) suggests that mediation is not occurring within this model. Taking these results into account, we can confirm that imaginary consumption is a significant predictor of life satisfaction and that this relationship is not mediated by gratitude. Furthermore, it's possible to infer that gratitude works as a strong predictor of life satisfaction.

Figure 4: Mediation Model 4 (Hayes & Preacher, 2004) – Gratitude

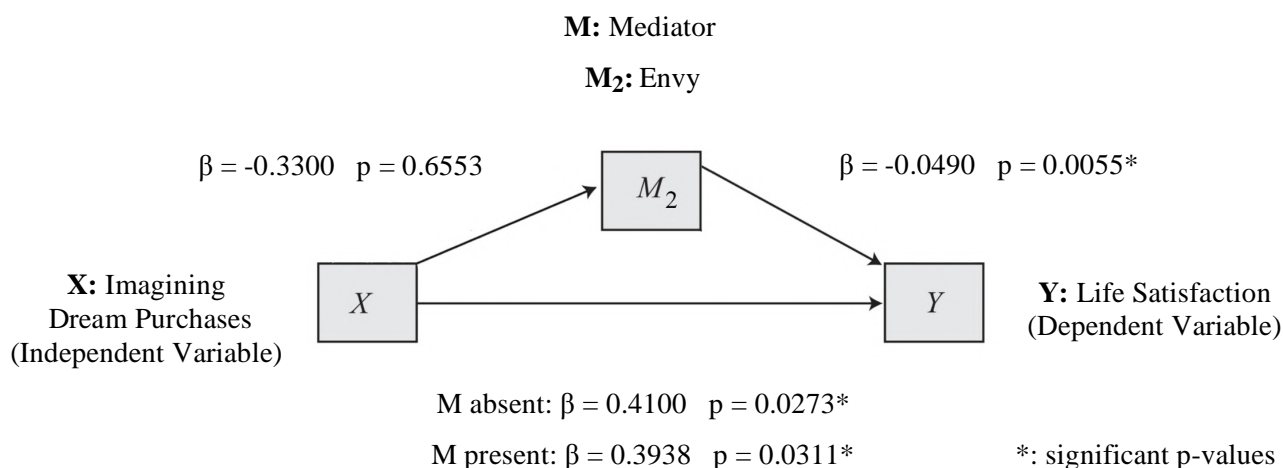


Mediation Model 4: Envy (M₂). The mediation model was also run with envy separately to assess the possibility of imagining dream purchases activating a social comparison, indirectly depreciating life satisfaction. Identically to the previously conducted analysis of the mediation model considering gratitude, the relationship between X and Y when the mediator is absent is the same ($\beta = 0.4100$ and $p = 0.0273$). Then, a closer look at the predictive relationship between X and M₂ is needed. In other words, we're going to analyze the relationship between imagining dream purchases and envy. In this case, the following values were found $\beta = -0.3300$ and $p = 0.6553$ (see Figure 5 below). As a result, the relationship between the independent variable and the mediator is not significant.

Following, the path connecting envy (M₂) and life satisfaction (Y) indirectly triggered by imagining dream purchases (X) was analyzed. A β of -0.05 and a p-value of 0.01 were found, indicating that this relationship is significant. The coefficient also reveals that for one-unit increase in envy, life satisfaction goes down by 4.9%. Additionally, the relationship between X and Y in the presence of envy (M₂) is significant, reporting a p-value of 0.03 and a β of 0.39. This coefficient shows that a one-unit increase in imagining dream purchases leads to an improvement in life satisfaction by 0.39 units. Lastly, a confidence interval ranging from -0.05

to 0.12 (see Appendix H.5) suggests that mediation is not occurring considering envy. Despite this, envy was found to establish a significant relationship with life satisfaction.

Figure 5: Mediation Model 4 (Hayes & Preacher, 2004) – Envy

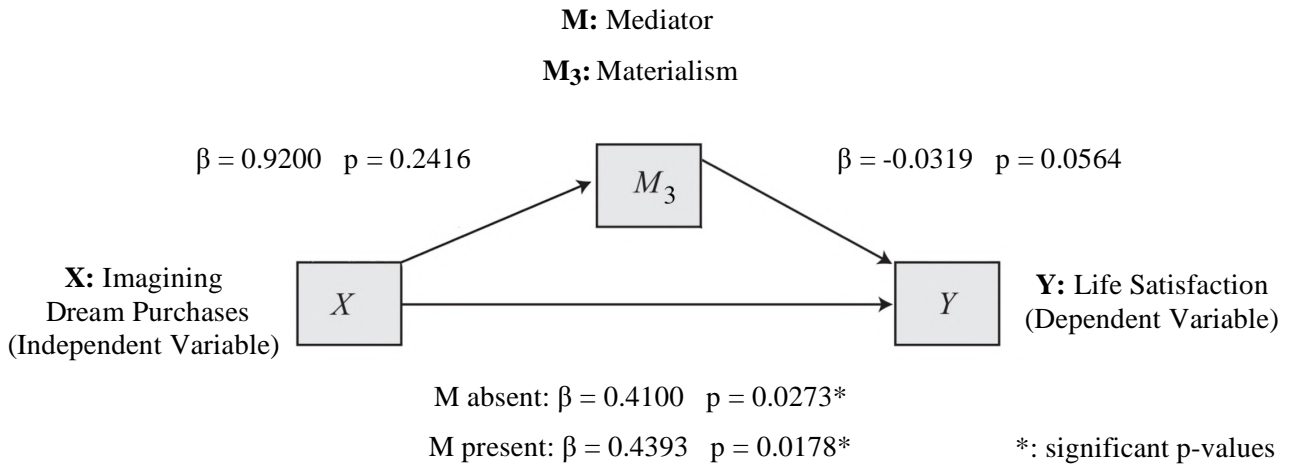


Mediation Model 4: Materialism (M₃). The last mediation model was run considering materialism as a mediator. This model aims to understand if imagining dream purchases can promote one's material values, indirectly influencing life satisfaction. Once more, the relationship between X and Y in the absence of (a) mediator(s) remains the same. When it comes to the predictive relationship between imagining dream purchases (X) and materialism (M₃), a coefficient of 0.92 and a p-value of 0.24 were found (see Figure 6 below). Considering the p-value, the relationship between X and M₃ is not significant.

After this, the path between materialism (M₃) and life satisfaction (Y) was analyzed, considering the indirect influence of imagining dream purchases (X). A β of -0.03 and a p-value of 0.06 were reported, indicating that this relationship is not significant. In this specific case, the p-value is very close to 0.05 (exact difference of 0.0064) so it can be designated as a marginally significant p-value. The coefficient shows that for each unit increase in materialism, life satisfaction decreases by 3.2%. The path connecting the dependent and independent variables, considering the presence of the mediator was also analyzed. This relationship is significant, reporting a p-value of 0.02 and a β of 0.44. This β suggests that a one-unit increase

in imagining dream purchases contributes to enhancing life satisfaction by 0.44 unit. Finally, a confidence interval was found to range between -0.11 to 0.02 (see Appendix H.6) indicating that mediation is not occurring through materialism.

Figure 6: Mediation Model 4 (Hayes & Preacher, 2004) – Materialism



All the previous mediation models were also applied to the original sample (disregarding data validation) to verify if there were any discrepancies between results. Similarly, the mediation doesn't occur through gratitude, envy, nor materialism (see Appendix I.3 to I.6). It is important to highlight that the significance between imagining dream purchases (X) and life satisfaction (Y) is no longer valid for the original sample as the p-value is greater than 0.05 (p-value of the original sample = 0.0950; p-value of the validated sample = 0.0273). Additionally, the relationship between materialism (M₃) and life satisfaction (Y) turns out to be significant (p-value of the original sample = 0.0297; p-value of the validated sample = 0.0564).

6. Discussion

The findings for the validated sample suggest that imagining dream purchases is positively correlated with life satisfaction. In this way, the present research uncovers initial evidence to support H₁ since imagining dream purchases increases life satisfaction.

When looking at the other hypotheses, the models were applied to understand the potential role of gratitude, envy, and materialism in mediating the relationship between imagining dream purchases and life satisfaction. In other words, the proposed mediators would potentially clarify in part the reason why imagining dream purchases impacts life satisfaction. The p-values that were previously found, confirm that the mediation doesn't occur through gratitude, envy, nor materialism. Therefore, the researcher must reject the remaining hypotheses: H₂ - gratitude positively mediates the relationship between imagining dream purchases and life satisfaction; H₃ - envy negatively mediates the relationship between imagining dream purchases and life satisfaction; and H₄ - materialism negatively mediates the relationship between imagining dream purchases and life satisfaction.

Notwithstanding the fact that imagining dream purchases and life satisfaction indicate a significant relationship, the reported R² value of 0.0244 in regards to the total effect model (see Appendixes G.3 to G.6) is quite low. This value indicates the amount of variance in the dependent variable that is accounted for the independent variable. To put it another way, within the proposed model only 2.44% of variance in life satisfaction is explained by imagining dream purchases, which suggests that other mediators should be investigated to understand if they have greater influence on the dependent variable. In this context, different personal characteristics can also be tested as mediators, namely optimism, hope, ego-resiliency, social desirability, and self-esteem.

7. Conclusion

7.1 Research and Managerial Implications

This research reinforces previous literature findings which suggest that imaginary consumption is an enjoyable and satisfying activity (e.g. Fournier & Guiry, 1993; d'Astous & Deschênes, 2005). At the same time, study results indicate that imagining dream purchases potentially influences individuals' cognitive evaluation of their lives. Thus, this research also suggests that

the cognitive and affective appraisals of SWB are interrelated. While the present study didn't find conclusive results that connect imagining dream purchases to personal characteristics, future research should elaborate on this reasoning and think about other directions within the wide range of possibilities that both traits and values consider.

This study also considers managerial implications, namely within the marketing discipline. Since the research findings support the hypothesis that imagining dream purchases increases life satisfaction, marketing professionals can make great use of this in leveraging the effectiveness of their communication appeals while enhancing consumers' well-being, creating win-win situations. For instance, previous studies show that the frequency of engaging in imaginary consumption is negatively correlated with age and positively correlated with materialism (Fournier & Guiry, 1993). Combining these factors, we can argue that extra efforts into storytelling and mesmerizing visuals should be put together when targeting younger consumer groups as they are the ones more prone to indulge in imaginary consumption, and consequently, to experience a positive outcome in life satisfaction. Moreover, this constitutes a business prospect for brands since younger consumers have a wider range of consumption opportunities and are in greater need for additional products.

At the same time, the supported hypothesis in this study carries further responsibilities for marketers. While positive feelings emerge from this activity, fantasized expectations are also likely to take place. Since this activity can be very satisfying, consumers may avoid an actual purchase. Furthermore, and in case this activity does motivate a purchase, products may not realistically be able to address these expectations. This limitation prompts complementary actions from a customer experience perspective to fill in the gaps, and ultimately, to prevent disappointment. For instance, additional effort can be put into creating immersive brand experiences in digital and retail environments, which can be used as "more fuel for the imagination".

This thesis emphasizes the importance of imagining dream purchases in consumers' appraisal of life satisfaction and signals the strategic opportunity that this activity represents for brands. In fact, previous studies not only show that it's common for consumers to engage in this activity, but that it also may influence their behavior (d'Astous & Deschênes, 2005). Therefore, it's necessary for marketers to acknowledge that imaginary consumption is a crucial stage of the consumer journey, deepen their knowledge on this subject, and adjust their marketing-mix efforts accordingly.

Indeed, this activity can be perceived as a window of opportunity to influence consumers' perception about desired products, potentially long before they attain them. With this goal in mind, brands need to understand how to facilitate and guide the transition from a dream consumption stage to an actual purchase moment. In doing so, brands are empowered to increase their customer base, positively contribute to consumers' well-being, and ultimately, help them achieve their consumption cravings.

6.2 Limitations and Future Considerations

Regarding research limitations, the first one is related to the adopted between-subjects study design that usually carries individual variability across the sample. In fact, it's more challenging to maintain homogeneity across the two different groups in this type of study design and this may create background noise, potentially affecting the statistical findings.

Secondly, another research limitation concerns the data collection process that was based on a convenience sample, not being fully-representative of all consumers. Participants from 19 to 30 years old represent 74% of the data set (see "4.1 Data Validation"). Thus, future research should address older consumer groups since, for instance, communication strategies are often segmented and don't cover such a wide range of age groups.

The online-based survey is also a study limitation. While this format of survey provides participants with an anonymous and judgement-free zone, the fact that there's no interviewer

may lead to a misunderstanding of questions. In this way, it would be relevant for future studies to conduct a qualitative analysis to get more accurate and meaningful insights on how imagining dream purchases impacts life satisfaction.

The manipulation of the imagination activity can also be considered a study limitation since its power to influence participants may be restrained by the way it was implemented. Further studies should also be conducted to understand how to leverage this type of manipulation which is strongly dependent on the success of researchers to intentionally activate or evoke individuals' imagination.

Additionally, it's important to highlight that the study findings may be exclusively valid for imaginary consumption under the concept of dream purchases. As previously explained in the "2.1 Imaginary Consumption" chapter, there are several relevant factors concerning the consumption dreams and their characteristics that may influence the emotional outcomes underlying this activity. While this study is focused on dream items, other researchers are encouraged to explore different purchase types (e.g. experiential purchases) and characteristics within them (e.g. attainability, importance, and uniqueness).

The adoption of complementary scales when assessing individuals' SWB is also suggested. The relationship between imagining dream purchases and life satisfaction is significant for the validated sample, but this is not the case for the original sample that disregards data validation (see Appendixes I.3 to I.6). While data validation was supported on consistent criteria of time completion and plausibility of answers, it's still safer to say that additional scales such as the PANAS (Watson, Clark, & Tellegen, 1988) and the ABS (Bradburn, 1970) should be used along with the SWLS. These scales do not assess life satisfaction, instead they address the other two constituents of SWB, positive affect and negative affect. Including one of these scales in future investigations may be particularly relevant to confirm how strongly imagining dream purchases impacts consumers' SWB.

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Appendix

A. Relevant Concepts for Imaginary Consumption (d'Astous & Deschênes, 2005)

B. SWLS - Satisfaction With Life Scale (Diener, Emmons, Larsen & Griffin, 1985)

C. GQ-6 - The Gratitude Questionnaire (McCullough, 2013)

D. DES - Dispositional Envy Scale (Smith et al., 1999)

E. MVS - Material Values Scale 9-Item Short Version (Richins, 2004)

F. Qualtrics Survey (English version)

G. Qualtrics Survey (Portuguese version)

H. Findings considering data validation (analyzed in the present study)

H.1 Sample Composition

H.2 Cronbach's Alpha – Scales Reliability: Satisfaction With Life, Gratitude,
Dispositional Envy, Material Values

H.3 Hayes mediation model 4 (3 mediators) – Gratitude, Dispositional Envy, Material
Values

H.4 Hayes mediation model 4 (1 mediator) – Gratitude

H.5 Hayes mediation model 4 (1 mediator) – Dispositional Envy

H.6 Hayes mediation model 4 (1 mediator) – Material Values

I. Findings disregarding data validation

I.1 Sample Composition

I.2 Cronbach's Alpha – Scales Reliability: Satisfaction With Life, Gratitude,
Dispositional Envy, Material Values

I.3 Hayes mediation model 4 (3 mediators) – Gratitude, Envy, Materialism

I.4 Hayes mediation model 4 (1 mediator) – Gratitude

I.5 Hayes mediation model 4 (1 mediator) – Envy

I.6 Hayes mediation model 4 (1 mediator) – Materialism

A. Relevant Concepts for Imaginary Consumption (d'Astous & Deschênes, 2005)

The dreams and its characteristics	The person	The consequences
<ul style="list-style-type: none"> • Content • Origin • Evolution • Clarity • Uniqueness • Accessibility <ul style="list-style-type: none"> - Probability of realization - Temporal horizon • Self-centeredness • Importance <ul style="list-style-type: none"> - Absolute - Relative 	<ul style="list-style-type: none"> • General individual variables <ul style="list-style-type: none"> - Propensity to dream - Propensity to consumption dream - Materialism - Pragmatism - Need for cognition - Attitude toward consumption variables - Socio-demographics • Dream-based individual variables <ul style="list-style-type: none"> - Frequency of dreaming - Expertise (relative to the dream object) - Constraints - Moments for dreaming 	<ul style="list-style-type: none"> • Approaching strategies • Emotions • Communication

B. SWLS - Satisfaction With Life Scale (Diener, Emmons, Larsen & Griffin, 1985)

Scale Items:
1. In most ways, my life is close to my ideal.
2. The conditions of my life are excellent.
3. I am satisfied with my life.*
4. So far I have gotten the important things I want in life.
5. If I could live my life over, I would change almost nothing.

*Used as a single-item scale for data analysis purpose.

C. GQ-6 - The Gratitude Questionnaire (McCullough, 2013)

Scale Items:
1. I have so much in life to be thankful for.
2. If I had to list everything that I felt grateful for, it would be a very long list.
3. When I look at the world, I don't see much to be grateful for.*
4. I am grateful to a wide variety of people.
5. As I get older I find myself more able to appreciate the people, events, and situations that have been part of my life history.
6. Long amounts of time can go by before I feel grateful to something or someone.**

*Item 3 is reverse-scored.

** Item 6 is reverse-scored. This item was deleted to increase Cronbach's Alpha.

D. DES - Dispositional Envy Scale (Smith et al., 1999)

Scale Items:
1. I feel envy every day.
2. The bitter truth is that I generally feel inferior to others.
3. Feelings of envy constantly torment me.
4. It is so frustrating to see some people succeed so easily.
5. No matter what I do, envy always plagues me.
6. I am troubled by feelings of inadequacy.
7. It somehow doesn't seem fair that some people seem to have all the talent.
8. Frankly, the success of my neighbors makes me resent them.

E. MVS - Material Values Scale 9-Item Short Version (Richins, 2004)

Scale Items:
1. My life would be better if I own certain things I don't have.
2. The things I own say a lot about how well I'm doing.
3. I'd be happier if I could afford to buy more things.
4. It bothers me that I can't afford to buy things I'd like.
5. Buying things gives me a lot of pleasure.
6. I admire people who own expensive homes, cars, clothes.
7. I like to own things that impress people.
8. I like a lot of luxury in my life.
9. I try to keep my life simple, as far as possessions are concerned.*

*Item 9 is reverse-scored.

F. Qualtrics Survey (English version)

Appendix Note: using the randomizer option on Qualtrics, participants were evenly presented with the following elements: “Block: Imagination Task” and “Block: Imagination Task II” or, in alternative, “Block: Control Task”.

Start of Block: Intro Message

WELCOME * BEM-VINDO(A)

Please select the language you are most comfortable with in the top-right corner.
Por favor, selecione o idioma com que se sente mais confortável no canto superior direito.

Dear Participant, thank you for being part of my journey. The following questionnaire is part of my direct research project for the master's thesis in Management at Nova School of Business and Economics.

This study aims to explore the impact on consumer well-being from imagining dream purchases. **The duration of the survey is approximately 5 minutes.** We kindly ask you to **complete this survey in a quiet place**, where you can be free from distractions.

You must be **at least 18 years old** to participate in this research. All the information provided by you in this context will be treated confidentially and will be used exclusively for academic purposes. The participation in this study is completely voluntary and you can quit the survey at any point. We do not foresee any risk or benefit from participating.

Tips for a smooth experience:

1. **Don't overthink**, your first thought is probably the one that fits you best
2. **Be honest with yourself**, no one is here to judge you
3. **Enjoy it :)**

In case you have any questions about this research, feel free to drop me a line at 34247@novasbe.pt - Luís Seabra Santos

End of Block: Intro Message

Start of Block: Imagination Task

Dream Item

What is your dream purchase? We are interested in your thoughts and feelings about a **purchase you dream about making one day**. You may not be able to make this purchase right now or in the upcoming years, but it is something that you would realistically be able to afford in your lifetime.

Please take a moment to think about it and fill in the space below.

The item I dream about buying one day is a

End of Block: Imagination Task

Start of Block: Imagination Task II

Imagining Your Dream Item

We would now like to ask you to take a few moments to **imagine the dream item you mentioned before, and what it would be like to have it in your life.**

After taking as much time as you would like to imagine having this item, please tell us a bit about what you imagined in the space below. You may find it helpful to **close your eyes for a few moments** to get a vivid picture of the item and what might be possible.

What do you imagine this item would be like, and how would your life be with this item in it?

End of Block: Imagination Task II

Start of Block: Control Task

A Typical Day in Your Life

What does your typical day look like? For example, you might think about your daily routines and activities you usually do. **Take a moment to think about it.**

Then, in the space below, please **describe a typical day in your life.**

End of Block: Control Task

Start of Block: Scale Questions I

Using the scale provided below, please **indicate your honest feelings and beliefs** about the following statements which relate to you. There are no right or wrong answers. We would like to know how much you feel these statements are true or not true of you.

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
1. In most ways, my life is close to my ideal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The conditions of my life are excellent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I am satisfied with my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. So far I have gotten the important things I want in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. If I could live my life over, I would change almost nothing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
6. I have so much in life to be thankful for.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. If I had to list everything that I felt grateful for, it would be a very long list.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. When I look at the world, I don't see much to be grateful for.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I am grateful to a wide variety of people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. As I get older, I find myself more able to appreciate the people, events, and situations that have been part of my life history.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Long amounts of time can go by before I feel grateful to something or someone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Scale Questions I

Start of Block: Scale Questions II

Using the scale provided below, please indicate how each statement fits you. Once again, we ask you to **be open and transparent** in your responding.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. I feel envy every day.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The bitter truth is that I generally feel inferior to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Feelings of envy constantly torment me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. It is so frustrating to see some people succeed so easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. No matter what I do, envy always plagues me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I am troubled by feelings of inadequacy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. It somehow doesn't seem fair that some people seem to have all the talent.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Frankly, the success of my neighbors makes me resent them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
9. My life would be better if I own certain things I don't have.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. The things I own say a lot about how well I'm doing.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. I'd be happier if I could afford to buy more things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. It bothers me that I can't afford to buy things I'd like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Buying things gives me a lot of pleasure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. I admire people who own expensive homes, cars, clothes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. I like to own things that impress people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. I like a lot of luxury in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. I try to keep my life simple, as far as possessions are concerned.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Scale Questions II

Start of Block: Demographic Questions

What is your age?

What is your gender?

☐ Female

☐ Male

☐ Prefer not to say

☐ Other (please specify here):

End of Block: Demographic Questions

G. Qualtrics Survey (Portuguese version)

Appendix Note: using the randomizer option on Qualtrics, participants were evenly presented with the following elements: “Block: Imagination Task” and “Block: Imagination Task II” or, in alternative, “Block: Control Task”.

Start of Block: Intro Message

BEM-VINDO(A) * WELCOME

Por favor, selecione o idioma com que se sente mais confortável no canto superior direito.
Please select the language you are most comfortable with in the top-right corner.

Olá, obrigado por fazer parte do meu percurso. O presente questionário é parte integrante do meu projeto de pesquisa direta no âmbito da tese de mestrado em Gestão na Nova School of Business and Economics.

Este estudo explora o impacto no bem-estar do consumidor por imaginar compras de sonho. **A duração total deste questionário é de aproximadamente 5 minutos.** Pedimos que **complete o questionário num lugar calmo** e sem distrações.

Para participar neste estudo é necessário ter **no mínimo 18 anos de idade**. Toda a informação providenciada por si neste contexto será tratada com confidencialidade, sendo única e exclusivamente utilizada para fins académicos. A sua participação neste estudo é completamente voluntária, podendo abandoná-lo a qualquer momento. Não prevemos qualquer tipo de risco ou benefício decorrente da sua participação.

Dicas para uma experiência tranquila:

- 1. Não pense demasiado**, o seu primeiro pensamento é provavelmente o que melhor se adequa a si
- 2. Seja honesto consigo mesmo**, ninguém está aqui para o julgar
- 3. Desfrute :)**

Se tiver qualquer questão sobre este estudo, não hesite em contactar-me através do 34247@novasbe.pt - Luís Seabra Santos

End of Block: Intro Message

Start of Block: Imagination Task

Item de Sonho

Qual é a sua compra de sonho? Estamos interessados nos seus pensamentos e sentimentos sobre **uma compra que sonha fazer um dia**. Pode não conseguir fazer essa compra agora ou nos próximos anos, mas é algo que realisticamente conseguirá comprar durante a sua vida.

Por favor, pare um momento para pensar sobre isto e preencha o espaço abaixo.

O item que sonho comprar um dia é um(a)

End of Block: Imagination Task

Start of Block: Imagination Task II

Imaginando o Seu Item de Sonho

Pedimos agora que tire um momento para **imaginar o item de sonho que mencionou anteriormente e como seria tê-lo na sua vida**. Depois de passar o tempo necessário a imaginar-se na posse deste item, fale-nos um pouco sobre o que imaginou no espaço abaixo. Pode considerar útil **fechar os olhos por breves momentos** para ter uma imagem vívida do item e do que seria possível acontecer.

Como imagina que seria este item e como seria a sua vida com ele?

End of Block: Imagination Task II

Start of Block: Control Task

Um Dia Típico na Sua Vida

Como é um dia típico na sua vida? Por exemplo, pode pensar sobre as suas rotinas diárias e atividades que costuma fazer. **Pare um momento para pensar sobre isto.**

Em seguida, no espaço abaixo, **descreva um dia típico na sua vida.**

End of Block: Control Task

Start of Block: Scale Questions I

Utilizando a escala abaixo, **indique os seus pensamentos e convicções da forma mais honesta possível** sobre as seguintes afirmações que se relacionam consigo. Não existem

respostas certas ou erradas. Gostaríamos de saber o quão pensa que estas afirmações são verdadeiras ou falsas relativamente a si.

	Discordo totalmente	Discordo	Discordo mais ou menos	Não concordo, nem discordo	Concordo mais ou menos	Concordo	Concordo totalmente
1. Em muitos aspetos, estou próximo(a) da minha vida ideal.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. As minhas condições de vida são excelentes.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Estou satisfeito(a) com a minha vida.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Até agora, consegui obter as coisas importantes que quero na vida.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Se pudesse viver a minha vida de novo, não alteraria praticamente nada.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Discordo totalmente	Discordo	Discordo mais ou menos	Não concordo, nem discordo	Concordo mais ou menos	Concordo	Concordo totalmente
6. Tenho tanto na vida para estar agradecido (a).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Se tivesse de fazer uma lista com tudo o que me fez sentir grato(a), seria uma lista muito longa.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Quando olho para o mundo, não vejo muito para estar agradecido (a).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Sou grato(a) a uma grande variedade de pessoas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. À medida que envelheço, sinto-me mais capaz de apreciar as pessoas, eventos e situações que têm feito parte da minha história de vida.

☐☐☐☐☐☐☐

11. Pode passar muito tempo até sentir-me grato(a) a algo ou alguém.

☐☐☐☐☐☐☐

End of Block: Scale Questions I

Start of Block: Scale Questions II

Utilizando a escala abaixo, indique como cada afirmação se aplica a si. Novamente, pedimos que **seja honesto(a) e transparente** nas suas respostas.

	Discordo totalmente	Discordo	Não concordo, nem discordo	Concordo	Concordo totalmente
1. Sinto inveja todos os dias.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. A triste verdade é que eu geralmente sinto-me inferior aos outros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Sentimentos de inveja atormentam-me constantemente.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. É tão frustrante ver algumas pessoas terem sucesso com tanta facilidade.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Não importa o que faça, a inveja atormenta-me sempre.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Vivo preocupado(a) com sentimentos de incapacidade e inferioridade.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. De certo modo, não parece justo que algumas pessoas tenham todo o talento.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Francamente, fico ressentido(a) com o sucesso dos outros.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Discordo totalmente	Discordo	Não concordo, nem discordo	Concordo	Concordo totalmente
9. A minha vida seria melhor se possuísse certas coisas que não tenho.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. As coisas que possuo dizem muito sobre quão bem estou na vida.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Seria mais feliz se pudesse comprar mais coisas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Incomoda-me não ter dinheiro para comprar coisas que gostaria.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Comprar coisas dá-me muito prazer.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Admiro pessoas que têm casas, carros e roupas caras.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. Gosto de ter coisas que impressionam as pessoas.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Gosto de muito luxo na minha vida.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Tento
manter a
minha vida
simples no
que toca a
posses.

☐☐☐☐☐

End of Block: Scale Questions II

Start of Block: Demographic Questions

Qual é a sua idade?

Qual é o seu género?

☐ Feminino

☐ Masculino

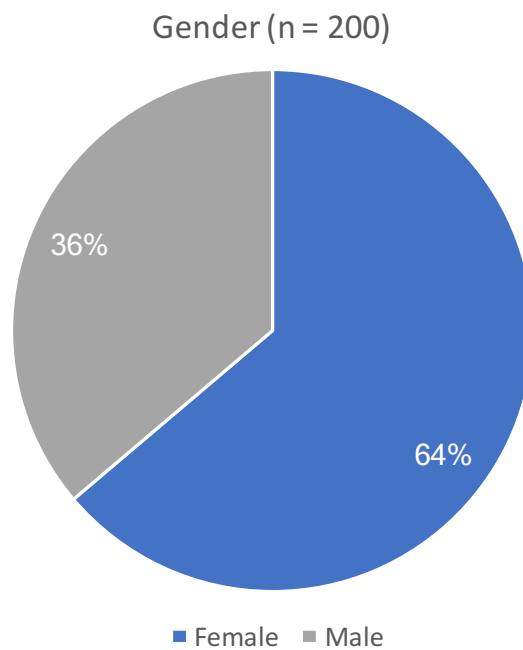
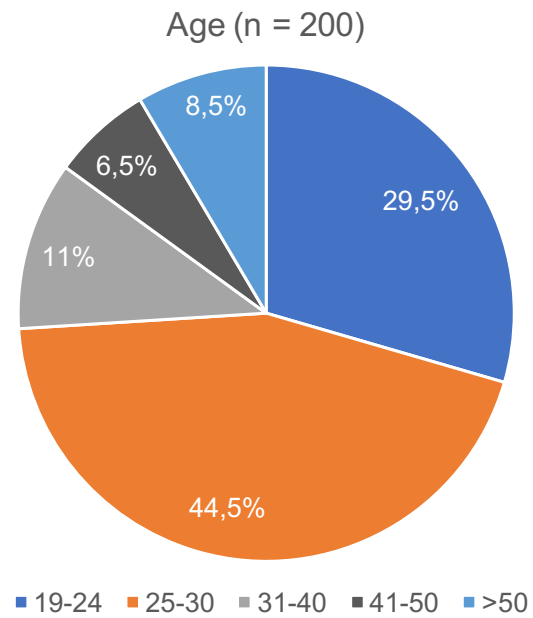
☐ Prefiro não dizer

☐ Outro (por favor, especifique aqui):

End of Block: Demographic Questions

H. Findings considering data validation (analyzed in the present study)

H.1 Sample Composition



H.2 Cronbach's Alpha – Scales Reliability: Satisfaction With Life, Gratitude, Dispositional Envy, Material Values

Reliability

Satisfaction With Life Scale (SWLS):

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,802	5

Gratitude Questionnaire Six-Item Form (GQ-6):

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,634	6

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
1. I have so much in life to be thankful for.	27,72	14,778	,629	,526
2. If I had to list everything that I felt grateful for, it would be a very long list.	28,19	14,054	,473	,549
3. When I look at the world, I don't see much to be grateful for.	28,61	13,738	,404	,575
4. I am grateful to a wide variety of people.	28,29	15,091	,345	,597
5. As I get older, I find myself more able to appreciate the people, events, and situations that have been part of my life history.	27,81	16,939	,254	,626
6. Long amounts of time can go by before I feel grateful to something or someone.	29,39	13,847	,243	,667

Selected Gratitude Questionnaire (item 6 was deleted):

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,667	5

Item–Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
1. I have so much in life to be thankful for.	23,11	9,361	,694	,523
2. If I had to list everything that I felt grateful for, it would be a very long list.	23,58	8,637	,531	,560
3. When I look at the world, I don't see much to be grateful for.	24,00	9,261	,318	,678
4. I am grateful to a wide variety of people.	23,68	9,535	,384	,633
5. As I get older, I find myself more able to appreciate the people, events, and situations that have been part of my life history.	23,20	11,206	,281	,669

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.878	5.395	6.285	.890	1.165	.132	5
Inter–Item Correlations	.308	.117	.690	.572	5.873	.027	5

Dispositional Envy Scale (DES):

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,847	8

Material Values Scale 9-Item Short Version (MVS):

Case Processing Summary

		N	%
Cases	Valid	200	100,0
	Excluded ^a	0	,0
	Total	200	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,759	9

H.3 Hayes mediation model 4 (3 mediators) – Gratitude, Dispositional Envy, Material Values

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4
Y : SWLS_Q3 Y: Satisfaction With Life Scale (Question 3)
X : Groups X: Imagination Task/Routine Task
M1 : GRAT_Sum M1: Gratitude Questionnaire (5 Questions)
M2 : DES_Sum M2: Dispositional Envy Scale
M3 : MVS_Sum M3: Material Values Scale

Sample
Size: 200

OUTCOME VARIABLE:
GRAT_Sum

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,0539	,0029	13,8767	,5765	1,0000	198,0000	,4486

Model	coeff	se	t	p	LLCI	ULCI
constant	29,1900	,3725	78,3595	,0000	28,4554	29,9246
Groups	,4000	,5268	,7593	,4486	-,6389	1,4389

OUTCOME VARIABLE:
DES_Sum

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,0318	,0010	27,2399	,1999	1,0000	198,0000	,6553

Model	coeff	se	t	p	LLCI	ULCI
constant	16,1800	,5219	31,0010	,0000	15,1508	17,2092
Groups	-,3300	,7381	-,4471	,6553	-1,7856	1,1256

OUTCOME VARIABLE:
MVS_Sum

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,0832	,0069	30,6831	1,3793	1,0000	198,0000	,2416

Model	coeff	se	t	p	LLCI	ULCI
constant	23,9300	,5539	43,2009	,0000	22,8377	25,0223
Groups	,9200	,7834	1,1744	,2416	-,6248	2,4648

OUTCOME VARIABLE:

SWLS_Q3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4471	,1999	1,4154	12,1793	4,0000	195,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,3525	,9116	1,4837	,1395	-,4453	3,1503
Groups	,3587	,1694	2,1171	,0355	,0246	,6928
GRAT_Sum	,1352	,0239	5,6648	,0000	,0881	,1823
DES_Sum	-,0181	,0175	-1,0314	,3036	-,0526	,0165
MVS_Sum	-,0095	,0161	-,5883	,5570	-,0412	,0223

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

SWLS_Q3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1561	,0244	1,6997	4,9449	1,0000	198,0000	,0273

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,7800	,1304	36,6636	,0000	4,5229	5,0371
Groups	,4100	,1844	2,2237	,0273	,0464	,7736

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
,4100	,1844	2,2237	,0273	,0464	,7736	,3114

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
,3587	,1694	2,1171	,0355	,0246	,6928	,2724

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	,0513	,0853	-,1048	,2346
GRAT_Sum	,0541	,0734	-,0789	,2084
DES_Sum	,0060	,0206	-,0222	,0640
MVS_Sum	-,0087	,0214	-,0616	,0292

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	,0390	,0649	-,0806	,1794
GRAT_Sum	,0411	,0558	-,0604	,1611
DES_Sum	,0045	,0157	-,0170	,0484
MVS_Sum	-,0066	,0163	-,0465	,0224

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

H.4 Hayes mediation model 4 (1 mediator) – Gratitude

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4	
Y : SWLS_Q3	Y: Satisfaction With Life Scale (Question 3)
X : Groups	X: Imagination Task/Routine Task
M : GRAT_Sum	M: Gratitude Questionnaire (5 Questions)

Sample
Size: 200

OUTCOME VARIABLE:
GRAT_Sum

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,0539	,0029	13,8767	,5765	1,0000	198,0000	,4486

Model		coeff	se	t	p	LLCI	ULCI
constant		29,1900	,3725	78,3595	,0000	28,4554	29,9246
Groups		,4000	,5268	,7593	,4486	-,6389	1,4389

OUTCOME VARIABLE:
SWLS_Q3

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,4385	,1923	1,4143	23,4528	2,0000	197,0000	,0000

Model		coeff	se	t	p	LLCI	ULCI
constant		,5414	,6729	,8046	,4220	-,7855	1,8683
Groups		,3519	,1684	2,0894	,0380	,0198	,6841
GRAT_Sum		,1452	,0227	6,4002	,0000	,1005	,1900

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
SWLS_Q3

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,1561	,0244	1,6997	4,9449	1,0000	198,0000	,0273

Model		coeff	se	t	p	LLCI	ULCI
constant		4,7800	,1304	36,6636	,0000	4,5229	5,0371
Groups		,4100	,1844	2,2237	,0273	,0464	,7736

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
,4100	,1844	2,2237	,0273	,0464	,7736	,3114

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
,3519	,1684	2,0894	,0380	,0198	,6841	,2673

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
GRAT_Sum	,0581	,0786	-,0889	,2221

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
GRAT_Sum	,0441	,0596	-,0665	,1689

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

H.5 Hayes mediation model 4 (1 mediator) – Dispositional Envy

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4	
Y : SWLS_Q3	Y: Satisfaction With Life Scale (Question 3)
X : Groups	X: Imagination Task/Routine Task
M : DES_Sum	M: Dispositional Envy Scale

Sample
Size: 200

OUTCOME VARIABLE:
DES_Sum

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,0318	,0010	27,2399	,1999	1,0000	198,0000	,6553

Model	coeff	se	t	p	LLCI	ULCI
constant	16,1800	,5219	31,0010	,0000	15,1508	17,2092
Groups	-,3300	,7381	-,4471	,6553	-1,7856	1,1256

OUTCOME VARIABLE:
SWLS_Q3

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,2488	,0619	1,6427	6,4972	2,0000	197,0000	,0019

Model	coeff	se	t	p	LLCI	ULCI
constant	5,5725	,3101	17,9703	,0000	4,9610	6,1841
Groups	,3938	,1813	2,1717	,0311	,0362	,7515
DES_Sum	-,0490	,0175	-2,8067	,0055	-,0834	-,0146

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
SWLS_Q3

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,1561	,0244	1,6997	4,9449	1,0000	198,0000	,0273

Model	coeff	se	t	p	LLCI	ULCI
constant	4,7800	,1304	36,6636	,0000	4,5229	5,0371
Groups	,4100	,1844	2,2237	,0273	,0464	,7736

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
,4100	,1844	2,2237	,0273	,0464	,7736	,3114

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
,3938	,1813	2,1717	,0311	,0362	,7515	,2991

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
DES_Sum	,0162	,0431	-,0534	,1215

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
DES_Sum	,0123	,0328	-,0405	,0925

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

H.6 Hayes mediation model 4 (1 mediator) – Material Values

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4	
Y : SWLS_Q3	Y: Satisfaction With Life Scale (Question 3)
X : Groups	X: Imagination Task/Routine Task
M : MVS_Sum	M: Material Values Scale

Sample
Size: 200

OUTCOME VARIABLE:
MVS_Sum

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0832	,0069	30,6831	1,3793	1,0000	198,0000	,2416

Model

	coeff	se	t	p	LLCI	ULCI
constant	23,9300	,5539	43,2009	,0000	22,8377	25,0223
Groups	,9200	,7834	1,1744	,2416	-,6248	2,4648

OUTCOME VARIABLE:
SWLS_Q3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2056	,0423	1,6770	4,3470	2,0000	197,0000	,0142

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,5429	,4181	13,2560	,0000	4,7183	6,3675
Groups	,4393	,1838	2,3906	,0178	,0769	,8018
MVS_Sum	-,0319	,0166	-1,9189	,0564	-,0646	,0009

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
SWLS_Q3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1561	,0244	1,6997	4,9449	1,0000	198,0000	,0273

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,7800	,1304	36,6636	,0000	4,5229	5,0371
Groups	,4100	,1844	2,2237	,0273	,0464	,7736

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
,4100	,1844	2,2237	,0273	,0464	,7736	,3114

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
,4393	,1838	2,3906	,0178	,0769	,8018	,3337

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
MVS_Sum	-,0293	,0335	-,1083	,0241

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
MVS_Sum	-,0223	,0255	-,0827	,0181

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

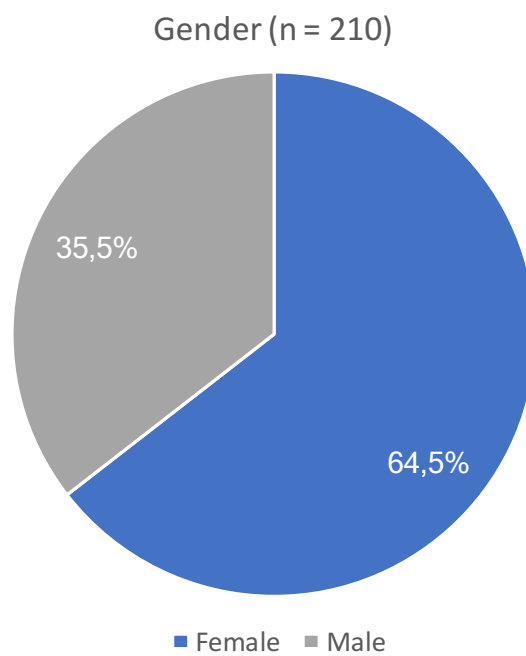
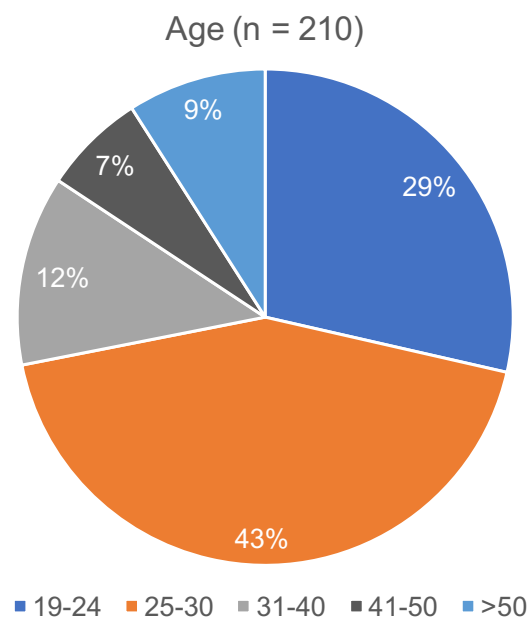
Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

I. Findings disregarding data validation

I.1 Sample Composition



I.2 Cronbach's Alpha – Scales Reliability: Satisfaction With Life, Gratitude, Dispositional Envy, Material Values

Reliability

Satisfaction With Life Scale (SWLS):

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded ^a	0	.0
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.803	5

Gratitude Questionnaire Six-Item Form (GQ-6):

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded ^a	0	.0
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.625	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. I have so much in life to be thankful for.	27.73	14.419	.626	.514
2. If I had to list everything that I felt grateful for, it would be a very long list.	28.20	13.730	.471	.538
3. When I look at the world, I don't see much to be grateful for.	28.63	13.555	.369	.577
4. I am grateful to a wide variety of people.	28.29	14.684	.348	.585
5. As I get older, I find myself more able to appreciate the people, events, and situations that have been part of my life history.	27.84	16.529	.244	.618
6. Long amounts of time can go by before I feel grateful to something or someone.	29.41	13.363	.246	.654

Selected Gratitude Questionnaire (item 6 was deleted):

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded ^a	0	.0
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.654	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
1. I have so much in life to be thankful for.	23.12	9.047	.689	.505
2. If I had to list everything that I felt grateful for, it would be a very long list.	23.60	8.347	.528	.540
3. When I look at the world, I don't see much to be grateful for.	24.02	8.990	.293	.676
4. I am grateful to a wide variety of people.	23.68	9.175	.386	.613
5. As I get older, I find myself more able to appreciate the people, events, and situations that have been part of my life history.	23.23	10.897	.257	.662

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	5.883	5.390	6.290	.900	1.167	.131	5
Inter-Item Correlations	.298	.089	.689	.600	7.758	.029	5

Dispositional Envy Scale (DES):

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded ^a	0	.0
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.848	8

Material Values Scale 9-Item Short Version (MVS):

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded ^a	0	.0
	Total	210	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.761	9

I.3 Hayes mediation model 4 (3 mediators) – Gratitude, Dispositional Envy, Material Values

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4	
Y : SWLS_Q3	Y: Satisfaction With Life Scale (Question 3)
X : Groups	X: Imagination Task/Routine Task
M1 : GRAT_Sum	M1: Gratitude Questionnaire (5 Questions)
M2 : DES_Sum	M2: Dispositional Envy Scale
M3 : MVS_Sum	M3: Material Values Scale

Sample
Size: 210

OUTCOME VARIABLE:
GRAT_Sum

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,0337	,0011	13,4124	,2369	1,0000	208,0000	,6270

Model	coeff	se	t	p	LLCI	ULCI
constant	29,2925	,3557	82,3484	,0000	28,5912	29,9937
Groups	,2460	,5055	,4867	,6270	-,7505	1,2425

OUTCOME VARIABLE:
DES_Sum

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,0333	,0011	27,0839	,2305	1,0000	208,0000	,6316

Model	coeff	se	t	p	LLCI	ULCI
constant	16,0660	,5055	31,7838	,0000	15,0695	17,0626
Groups	-,3449	,7183	-,4802	,6316	-1,7609	1,0712

OUTCOME VARIABLE:
MVS_Sum

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,0828	,0069	30,9307	1,4353	1,0000	208,0000	,2323

Model	coeff	se	t	p	LLCI	ULCI
constant	23,8208	,5402	44,0975	,0000	22,7558	24,8857
Groups	,9196	,7676	1,1981	,2323	-,5936	2,4329

OUTCOME VARIABLE:

SWLS_Q3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,4421	,1954	1,4364	12,4495	4,0000	205,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,3869	,8935	1,5522	,1222	-,3747	3,1484
Groups	,2776	,1664	1,6682	,0968	-,0505	,6057
GRAT_Sum	,1396	,0237	5,8837	,0000	,0928	,1864
DES_Sum	-,0175	,0174	-1,0060	,3156	-,0517	,0168
MVS_Sum	-,0141	,0159	-,8924	,3732	-,0454	,0171

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

SWLS_Q3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1155	,0133	1,7361	2,8124	1,0000	208,0000	,0950

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,8585	,1280	37,9641	,0000	4,6062	5,1108
Groups	,3050	,1819	1,6770	,0950	-,0535	,6635

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
,3050	,1819	1,6770	,0950	-,0535	,6635	,2305

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
,2776	,1664	1,6682	,0968	-,0505	,6057	,2098

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	,0274	,0852	-,1334	,2085
GRAT_Sum	,0343	,0727	-,1000	,1889
DES_Sum	,0060	,0199	-,0198	,0599
MVS_Sum	-,0130	,0213	-,0651	,0218

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
TOTAL	,0207	,0645	-,0999	,1585
GRAT_Sum	,0260	,0549	-,0767	,1438
DES_Sum	,0046	,0151	-,0151	,0459
MVS_Sum	-,0098	,0161	-,0492	,0163

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

I.4 Hayes mediation model 4 (1 mediator) – Gratitude

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4	
Y : SWLS_Q3	Y: Satisfaction With Life Scale (Question 3)
X : Groups	X: Imagination Task/Routine Task
M : GRAT_Sum	M: Gratitude Questionnaire (5 Questions)

Sample
Size: 210

OUTCOME VARIABLE:

GRAT_Sum

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,0337	,0011	13,4124	,2369	1,0000	208,0000	,6270

Model	coeff	se	t	p	LLCI	ULCI
constant	29,2925	,3557	82,3484	,0000	28,5912	29,9937
Groups	,2460	,5055	,4867	,6270	-,7505	1,2425

OUTCOME VARIABLE:

SWLS_Q3

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,4307	,1855	1,4401	23,5688	2,0000	207,0000	,0000

Model	coeff	se	t	p	LLCI	ULCI
constant	,4566	,6757	,6758	,4999	-,8755	1,7886
Groups	,2680	,1657	1,6172	,1074	-,0587	,5947
GRAT_Sum	,1503	,0227	6,6142	,0000	,1055	,1951

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

SWLS_Q3

Model Summary							
	R	R-sq	MSE	F	df1	df2	p
	,1155	,0133	1,7361	2,8124	1,0000	208,0000	,0950

Model	coeff	se	t	p	LLCI	ULCI
constant	4,8585	,1280	37,9641	,0000	4,6062	5,1108
Groups	,3050	,1819	1,6770	,0950	-,0535	,6635

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
,3050	,1819	1,6770	,0950	-,0535	,6635	,2305

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
,2680	,1657	1,6172	,1074	-,0587	,5947	,2025

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
GRAT_Sum	,0370	,0779	-,1095	,2001

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
GRAT_Sum	,0279	,0589	-,0819	,1518

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

I.5 Hayes mediation model 4 (1 mediator) – Dispositional Envy

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4	
Y : SWLS_Q3	Y: Satisfaction With Life Scale (Question 3)
X : Groups	X: Imagination Task/Routine Task
M : DES_Sum	M: Dispositional Envy Scale

Sample
Size: 210

OUTCOME VARIABLE:

DES_Sum

Model Summary

R	R-sq	MSE	F	df1	df2	p
,0333	,0011	27,0839	,2305	1,0000	208,0000	,6316

Model

	coeff	se	t	p	LLCI	ULCI
constant	16,0660	,5055	31,7838	,0000	15,0695	17,0626
Groups	-,3449	,7183	-,4802	,6316	-1,7609	1,0712

OUTCOME VARIABLE:

SWLS_Q3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,2262	,0512	1,6776	5,5816	2,0000	207,0000	,0044

Model

	coeff	se	t	p	LLCI	ULCI
constant	5,6549	,3044	18,5743	,0000	5,0547	6,2552
Groups	,2879	,1789	1,6095	,1090	-,0648	,6405
DES_Sum	-,0496	,0173	-2,8727	,0045	-,0836	-,0156

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

SWLS_Q3

Model Summary

R	R-sq	MSE	F	df1	df2	p
,1155	,0133	1,7361	2,8124	1,0000	208,0000	,0950

Model

	coeff	se	t	p	LLCI	ULCI
constant	4,8585	,1280	37,9641	,0000	4,6062	5,1108
Groups	,3050	,1819	1,6770	,0950	-,0535	,6635

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
,3050	,1819	1,6770	,0950	-,0535	,6635	,2305

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
,2879	,1789	1,6095	,1090	-,0648	,6405	,2175

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
DES_Sum	,0171	,0402	-,0451	,1170

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
DES_Sum	,0129	,0304	-,0342	,0869

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----

I.6 Hayes mediation model 4 (1 mediator) – Material Values

***** PROCESS Procedure for SPSS Version 3.5 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018). www.guilford.com/p/hayes3

Model : 4	
Y : SWLS_Q3	Y: Satisfaction With Life Scale (Question 3)
X : Groups	X: Imagination Task/Routine Task
M : MVS_Sum	M: Material Values Scale

Sample
Size: 210

OUTCOME VARIABLE:
MVS_Sum

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,0828	,0069	30,9307	1,4353	1,0000	208,0000	,2323

Model	coeff	se	t	p	LLCI	ULCI
constant	23,8208	,5402	44,0975	,0000	22,7558	24,8857
Groups	,9196	,7676	1,1981	,2323	-,5936	2,4329

OUTCOME VARIABLE:
SWLS_Q3

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,1889	,0357	1,7050	3,8280	2,0000	207,0000	,0233

Model	coeff	se	t	p	LLCI	ULCI
constant	5,7074	,4080	13,9889	,0000	4,9030	6,5118
Groups	,3377	,1808	1,8677	,0632	-,0188	,6943
MVS_Sum	-,0356	,0163	-2,1891	,0297	-,0677	-,0035

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
SWLS_Q3

Model Summary	R	R-sq	MSE	F	df1	df2	p
	,1155	,0133	1,7361	2,8124	1,0000	208,0000	,0950

Model	coeff	se	t	p	LLCI	ULCI
constant	4,8585	,1280	37,9641	,0000	4,6062	5,1108
Groups	,3050	,1819	1,6770	,0950	-,0535	,6635

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI	c_ps
,3050	,1819	1,6770	,0950	-,0535	,6635	,2305

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI	c'_ps
,3377	,1808	1,8677	,0632	-,0188	,6943	,2552

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
MVS_Sum	-,0328	,0338	-,1104	,0236

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
MVS_Sum	-,0248	,0255	-,0832	,0179

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:

95,0000

Number of bootstrap samples for percentile bootstrap confidence intervals:

5000

----- END MATRIX -----